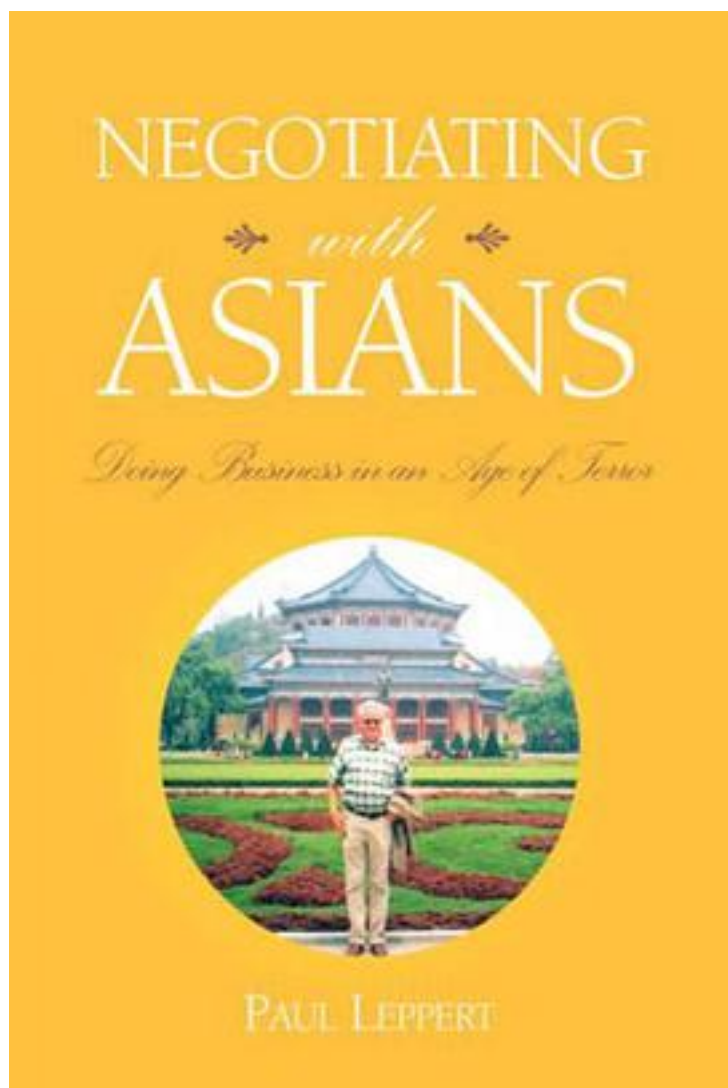


Negotiating with Asians



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This book should make a significant contribution to scholarship in both the business and Asian Studies fields. It covers the process of cross-cultural negotiations with Asians from business, academic, and governmental perspectives. Each theoretical concept is buttressed by concrete examples and applications. This book includes material on terrorism that has not been previously published, due to the censorship policies of several Asian nations. The book's basic argument is based on the supposition that bargaining with Asians is very different today due to the advent of terrorism. Negotiating with Asians is the only book of its kind which integrates the topic of terrorism. The intended audience for this book consists of American business, academic, and governmental individuals going to Asia to bargain. Such negotiations are not limited to business and government. Universities sending professors to do research in Asian science parks negotiate intensively to ensure that the fruits of research will be divided equitably. This book is the result of my recent research in Asia and my personal experiences. My specific qualifications to write this book are contained in the enclosed curriculum vitae. The table of contents are also enclosed. People in the intended audience are busy. So this book is short enough to be read on the trans-Pacific flight. It is set in 12-point type to overcome the poor reading lights on many aircraft. No photos or illustrations are needed.

作者介绍:

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